



■ VOL. 1
■ ISSUE 4
■ SPRING 2008

OFFICE OF SMALL BUSINESS PROGRAMS

PRINTING & DESIGN HAS A NEW NAME— COMMUNICATIONS SUPPORT SERVICES CENTER (CSSC)



Eric Meyers, CSSC's Web designer, hard at work on his latest masterpiece.

NASA Headquarters Printing and Design (P&D) has a new name and small business contractor—the Communications Support Services Center (CSSC) and Media Fusion, Inc. The pioneering Media Fusion, Inc. firm is well known throughout NASA for their innovative animation and 3-D development work, most recently on the Constellation Program, the Agency's next venture into the cosmos that will take humans from Earth, to the Moon, to Mars, and beyond.

The new CSSC name emphasizes the expanded graphic and printing production services that Media Fusion, Inc. brings to NASA Headquarters. "Twenty-first century communications encompass more than printing and graphics. Exhibits, publications, pod casts, cell phone graphics, animations, and the

like are vital elements in reaching the masses with your message," said CSSC Contracting Officer's Technical Representative (COTR), Michael Crnkovic. "Multimedia productions that reach the senses with audio, video, and motion along with traditional printing and graphics ultimately tell the whole story in a way folks from young to old can appreciate. We are excited about the capabilities Media Fusion brings to the table, and we couldn't be more pleased with their performance to date," Crnkovic concluded.

The CSSC contract is the first prime contract for Media Fusion, Inc., but the company is not new to NASA. Huntsville, Alabama based Media Fusion, Inc. has a long tradition of helping NASA communicate. Media Fusion, Inc. producers have been creating 3D animation, video, graphics, and multimedia for NASA for more than a decade. Founded in 1995, the company's first NASA subcontract was signed in 1996 to support the Technology Transfer Office. A large number of contracts followed supporting Pathfinder X-34, X-37, In-Space, Next Generation Launch Technologies (NGLT), the Space Launch Initiative, the Exploration System Mission Directorate (ESMD), and many others.

Tim McElyea says "quality work, customer service, and building relationships with large business are key to our growth with NASA." Three years ago, Media Fusion, Inc. signed a Mentor-Protégé

agreement with Science Applications International Corporation (SAIC), the only subcontractor on the CSSC contract. SAIC has a rich history at NASA Headquarters and mentored Media Fusion, Inc. through the difficult process of writing their first prime proposal. SAIC also brings "invaluable customer relationships and process knowledge that helped us hit the ground running," says Program Manager Cindy Miller.

Media Fusion, Inc. quickly embraced the new CSSC mission. One of the first priorities was to establish a contract-wide emphasis on customer service. The entire CSSC team "measures a large portion of our success on how we anticipate our customer's needs and exceed their expectations," says Customer Service Manager Gail Carter-Kane. From the proposal through contract transition, the Media Fusion, Inc. team began looking for ways to streamline production. Productivity has increased by more than 35 percent during the first 6 months, as measured by the number of projected completed projects compared to the previous year. The CSSC team is seeing a continued increase in customer requests and positive customer comments. Program Manager Cindy Miller summarizes the increasing amount of positive feedback as follows: "Management sets the priorities, and our very talented and motivated team makes things happen. You couldn't ask for a better team."

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SBS SPOTLIGHT



VERNON VANN, Small Business Specialist at Langley Research Center (LaRC) grew up in Hampton, Virginia, attended local schools, and graduated from Old Dominion University with a B.S. degree in business management, in Norfolk, VA. After graduating from college, he accepted a job offer in private industry from Newport News Shipbuilding (currently

named Northrop Grumman Shipbuilding) in Newport News, VA. After working in private industry for 13 years, Vernon applied for and accepted a job at Norfolk Naval Shipyard (Civil Service), located in Portsmouth VA. In industry, Vernon started out working in procurement, budget office, trades staff supervisory, and later moved to cost engineering/contracts and held both staff and supervisory positions. At the Norfolk Naval Shipyard, Vernon was head of a Workload and Analysis Department. A friend of Vernon's worked at NASA, Langley Research Center, in Hampton VA. and told him about a job opening in the cost and price analysis section. He knew of Vernon's experience working in cost engineering and he also had worked for DOD and came to NASA; and told Vernon that NASA was a great place to work. Vann applied for the job and started working for NASA/LaRC. After working in the pricing office for about a year, his boss retired, and Vernon applied for his job as the Head of the Acquisition Operations Branch, which included the pricing office, small business specialist function, policy function, contract closeout, information systems, and training. After about a year the person performing the small business function retired and Vernon assumed the function as center Small Business Specialist (SBS) along with the other branch head duties. As time past the SBS function was taken up more of Vernon's time and that is the part of his job that he enjoys most.

Vernon's outside activities include, boating activities, golfing, and traveling. Vernon has competitively sailed for about 20 years. Vernon has received numerous letters of recognitions over the years, including the NASA Exceptional Achievement Metal in recognition of significant achievement in fostering contracting with small businesses at Langley.

Vernon has grown to have an excellent understanding of the small and large business community as well as the many requirements of Langley's programs and missions. His almost daily contacts with small businesses provided him with a wealth of information as to the capabilities and strengths of these organizations. Vernon's energy and verve put him in the forefront of the Agency's small business activities covering outreach activities and working with internal customers needs to counseling and briefing external companies. As a result of companies coming to Langley, many have received either contracting or subcontracting opportunities and/or other type awards which has contributed to Langley's outstanding small business goal achievement over the years. On the other end of the spectrum and also one of Vernon's favorite parts of being as small business specialist is interacting with very inexperienced vendors. It is not unusual for people to come to Vernon when they have not yet established a business. Vernon recalls one such company that he counseled which eventually received several subcontracts and a prime contract from Langley and went on to receive one of Langley subcontract of the year award.

In Vernon's opinion, one of the biggest issues facing small business today at NASA is fewer prime contracting awards due to shifting the NASA mission from shuttle to space exploration. Also, other than small business set-aside, the competition for new requirements is aggressive. Even some of the larger businesses are competing for smaller requirements. The downsizing of the procurement workforce may also be a contributing factor and the use of other Agency contract vehicles, etc.

OFFICE OF SMALL BUSINESS PROGRAMS



AA's CORNER

The hard work of the entire Agency and the support this office receives from senior management has resulted in the NASA Small Business Program becoming more effective in supporting the Agency's mission. We have, for example, succeeded in our efforts to develop stronger relationships with the procurement community and mission directorates which are proving to be mutually beneficial. Developing new language that is being incorporated in many of the solicitations being issued and which increases the relevance of the Agency's Small Business Program.

I am looking forward to working with the Centers and mission directorates in the development of the Agency's FY 2009 Small Business Improvement Plan, which we will address at our annual Small Business Improvement Plan meeting. This year, our meeting will take place at Marshall Space Flight Center on June 10-11. The results of this meeting will set the agenda for the NASA Small Business Program for FY 2009.

Again I would like to thank each of the Centers and Headquarters personnel for the support this office has received over the past year. Everyone's efforts are reflected in the improvement of the Agency's scorecard, issued by the SBA and Office of Federal Procurement Policy. I will address this topic in the next newsletter.

GLENN A. DELGADO

ASSISTANT ADMINISTRATOR
NASA OFFICE OF SMALL BUSINESS PROGRAMS

SMALL BUSINESS GRAMS

2008 NASA SMALL BUSINESS SYMPOSIUM & AWARDS CEREMONY ANNOUNCEMENT



The Office of Small Business Programs at NASA is pleased to announce the 2008 NASA Small Business Symposium & Awards Ceremony which will take place November 17-18, 2008 in Washington, DC. The event is cosponsored by the Jet Propulsion Laboratory.

Online registration will be available. Stay tuned!

Conference Website:
<http://www.nasa.gov/2008sbs>

Contact:
Truphelia M. Parker, NASA HQ; Tel: (202) 358-1820
Mary Helen Ruiz, JPL; Tel: (818) 354-7532

Visit us at
www.osbp.nasa.gov or
<http://acquisition.jpl.nasa.gov/boo>

CONGRATULATIONS!

The Boeing Company was the first company to submit and be approved as a Mentor under the new Mentor-Protégé Program, and also the first to submit their agreement. Their agreement with Orion Propulsion, Inc., a Woman-Owned Small Business and NASA SBIR Phase II company, has already been endorsed by Marshall Space Flight Center, and is currently at Headquarters for final approval.

The Jet Propulsion Laboratory has also been approved to participate as a Mentor, and their first agreement under the new Program is under review at the NASA Management Office at JPL.

We congratulate these companies on their achievements and look forward to increased participation from businesses for a successful Mentor-Protégé Program!



NASA MENTOR-PROTÉGÉ PROGRAM UPDATE

The NASA Mentor-Protégé Program is now up and running! There are some major changes in the program, which are highlighted below, and more are expected. The updated NASA FAR Supplement is currently going through the final internal edits in Procurement and OMB, and from there it will go out for public comment. Once the new FAR Supplement is approved, new features such as expanded Protégé eligibility categories and reimbursable agreements will be introduced. Protégé eligibility will be extended to Historically Underutilized Business Zone (HUBZone) Concerns, Veteran- and Service-Disabled Veteran-Owned Small Businesses (VOSBs and SDVOSBs), and NASA SBIR Phase II companies. Reimbursable agreements will be introduced as a Pilot Program for SBIR Phase II Protégés only, and will allow mentors to be directly reimbursed for costs incurred in providing developmental assistance under the program. However, until the new FAR Supplement is approved, the program is still subject to the regulations prescribed in the current 1819.72.

Despite the delay in approval for the FAR Supplement, the Mentor-Protégé Program has been significantly streamlined and updated. At present the NASA Office of Small Business

Programs (OSBP) is accepting mentor applications from prime contractors that have active and approved subcontracting plans. Once the prime contractors are approved as mentors, they may submit a Mentor-Protégé agreement to one of the Centers, where it will be endorsed and submitted for final approval to NASA OSBP. The new Mentor-Protégé Program is poised to assist eligible protégé companies to develop their capabilities, foster the establishment of long-term business relationships, and increase their overall number of contracts and subcontracts.

Representatives from NASA OSBP are currently presenting briefings at various NASA Centers and at events for Small Business Specialists and interested potential mentors and protégés. Please continue to check our Web site to schedule a briefing or participate in an upcoming event. The success of this program depends upon your participation, and we welcome your commitment and enthusiasm.

The OSBP also now has full-time support for the NASA Mentor-Protégé Program. If you have any questions regarding the program, please call Tracy Slagle at 202-358-2193.

HIGHLIGHTS OF THE UPDATED MENTOR-PROTÉGÉ PROGRAM

- Streamlined processes for submitting mentor applications, agreements, and reports
- Greater accountability for all involved
- NASA Center-focused and mission-beneficial
- Easier to track the developmental assistance and value provided to protégés
- Clear guidance and support from HQ
- Value-chain focused
- Clear and standard performance metrics

IMPORTANT DATES TO REMEMBER

NEW OSBP EMPLOYEE

OSBP is pleased to welcome **TRACY SLAGLE**, a contractor who recently joined the team as a program analyst. Tracy's primary focus will be on the restructured Mentor-Protégé Program, and she will serve as the principal point of contact for any MP related questions and information. She will also be processing mentor applications and MP agreements as they are endorsed and received from the Centers. Tracy has been involved in the drafting and editing of the updated NASA FAR Supplement for several months, and joined the OSBP team in January 2008 to begin implementing the program.

Tracy comes to OSBP from the Department of Defense Office of Small Business Programs, where she spent two years as a contractor coordinating the various military services and other defense agencies management of the DOD Mentor-Protégé Program. At NASA she will be branching out and not only serving the Mentor-Protégé Program, but will also assist with subcontracting and the Electronic Subcontracting Reporting System (eSRS).

If you have any questions or concerns about either of these Programs, please call Tracy at (202) 358-2193, or email her at tracy.m.slagle@nasa.gov.

FY07 NASA Agency Small Business Prime Goals vs Actual Percentages

AS OF SEPTEMBER 30, 2007

CATEGORY	GOAL	ACTUAL	DOLLARS
Small Business	15.00%	15.75%*	\$ 1,965,529,410
Small Disadvantaged Business	6.50%	6.83%*	\$ 853,099,662
8(a) Concern	4.00%	4.22%*	\$ 526,654,028
Historically Underutilized Business Zone Concern	3.00%	0.77%*	\$ 96,201,614
Woman-Owned Small Business	5.00%	2.34%*	\$ 282,004
Service-Disabled Veteran-Owned Small Business	3.00%	1.35%*	\$ 168,201,302

FY07 data was generated February 7, 2008 from FPDS-NG.
The FY07 data is still preliminary, unverified by the SBA.

20th Annual High-Tech Small Business Conference

March 4-5, 2008

Los Angeles, CA

Web site: <http://acquisition.jpl.nasa.gov/boo/>

Federal OSDBU Procurement Conference at Showplace Arena

April 24, 2008

Upper Marlboro, MD

Web site: <http://www.fbcinc.com/osdbu/>

NASA FY 2009 Small Business Improvement Plan Meeting & NASA SBS Council Meetings

Marshall Space Flight Center

June 9-12, 2008

4th Annual National Veteran Small Business Conference and Expo

July 7-10, 2008

Caesars Palace in Las Vegas, Nevada

Web site: <http://www.nationalveteransconference.com/>

2008 MED Week

September 3-4, 2008

Web site: <http://www.medweek.gov/>

Kennedy Space Center Expo 2008

October 21, 2008 (Tentative)

NASA SBS Council Meeting at KSC

October 22-23, 2008

2008 NASA Small Business Symposium & Awards Ceremony

November 17-18, 2008

Washington, DC

Contact: Truphelia M. Parker, NASA HQ at (202) 358-1820 or Mary Helen Ruiz, JPL at (818) 354-7532

For more OSBP calendar dates, visit our Web site at <http://www.osbp.nasa.gov/>.

SUCCESS STORY SUBMISSION SCHEDULE:

DEADLINE

January 31st

April 30th

July 31st

October 31st

PUBLISHED

March

June

September

December

THE OSBP STAFF:

THE OSBP OFFICE IS A TEAM OF EIGHT STAFF MEMBERS COMMITTED TO PROVIDING EXCELLENCE IN SERVICE AND INFORMATION TO THE SMALL BUSINESS COMMUNITY.

GLENN A. DELGADO, Assistant Administrator

ELEANOR N. CHIOGIOJI, Program Manager

DAVID B. GROVE, Program Manager

TARA LITTLEFORD, Executive Assistant

SHIRLEY PEREZ, Program Manager

TRUPHELIA M. PARKER, Scheduler (Contractor)

TABI TEPPER, Program Analyst (Contractor)

TRACY SLAGLE, Program Analyst (Contractor)

TO SUBMIT AN ARTICLE:

THE OFFICE OF SMALL BUSINESS PROGRAMS (OSBP) NEWSLETTER IS THE QUARTERLY ELECTRONIC PUBLICATION OF THE NASA OSBP.

OSBP welcomes articles and opinion pieces that are directed to advocates of small businesses. These articles are printed as space is available and should be approximately 750-1,000 words in length. Articles that were printed elsewhere cannot be reprinted in the OSBP Newsletter without written permission from the original printing source.

Do you have a small business success story that could inspire small business collaboration and advocacy? If so, tell us about it. Send your 'success story' to smallbusiness@nasa.gov.

OSBP WEBSITE:

The improved NASA Office of Small Business Programs Web site is up and proving successful in helping individuals and companies to navigate small business policy, procedure, and best practices at NASA.

The purpose of the Web site, www.osbp.nasa.gov, is to share the vision of the small business program at NASA, as well as provide pertinent information on how to do business with NASA.